



*"Best **Business** Climate
on Earth"*

The **GROVE BUSINESS GAZETTE**

Newsletter for the Real Estate Broker Community

July 2014

INSIDE THIS ISSUE

Lemon Grove's business climate is bright. Between 2012 and 2013, actual sales activity was up more than 20 percent after reporting aberrations were factored out—this is one of the highest growth trends in San Diego County. With businesses moving to Lemon Grove, significant development projects being completed and proposed, and the City's continued leadership in customer service, Lemon Grove is a great place to be with a healthy business climate.

The purpose of the Grove Business Gazette newsletter is to keep the real estate broker community and others interested in the local market informed about Lemon Grove. The City is sending the first newsletter electronically. If you prefer a hard copy format over the electronic version, please contact Marjie Cappiello at mcappiello@lemongrove.ca.gov with your preference. Newsletters will also be available on the City's Economic Development website.

This issue of the Grove Business Gazette includes articles about:

- ♦ Recent Business Activity & Transactions,
- ♦ City Business Friendly Programs and Philosophies, and
- ♦ General City News.

BUSINESS ACTIVITY & TRANSACTIONS

There has been significant development and business activity in Lemon Grove over the past six months. Recently, several businesses have announced openings or have opened stores in Lemon Grove, such as:



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BUSINESS ACTIVITY & TRANSACTIONS (CONTINUED)

In addition to these store openings, San Marcos-based Hitzke Development is completing its 85-unit senior/mixed-use complex—Citronica Two—adjacent to its Citronica One mixed-used development building which was completed one year ago. The two projects are adjacent to the newly opened Main Street Promenade. The City recently began planning for a two-mile extension of this linear park, which will connect residential neighborhoods with the City's commercial districts.



LEMON GROVE—BEST BUSINESS CLIMATE!

For years, Lemon Grove's motto has been "Best Climate on Earth." The City also strives to be known as the "Best *Business* Climate on Earth," or at least within California. The City has built a reputation of streamlined processing, providing technical assistance to applicants, recognizing that not every development project is the same, seeking creative solutions to complex challenges, and providing timely responses and reviews. Recently, the City received accolades from Jourdanne Cadavona, Permit Advisors, Inc., who processed permits for Harbor Freight. "I thank the Lemon Grove team for all their help, they have been one of the most amazing cities to work with in processing permits."

In addition to its business friendly philosophy, Lemon Grove has implemented a Commercial Real Estate Broker Incentive Program which pays broker and property owners for attracting sales tax generating businesses. The City's business friendly plan ensures that City staff (the City Manager in particular) is connected with the business community by conducting annual visits of the major businesses in the City. It also strives to ensure that the business community is connected to the City through a regularly updated City Economic Development website.

To learn more about the City's Commercial Real Estate Broker Incentive Program or to see what resources are available on the economic development website visit www.lemongrove.ca.gov.

To learn of opportunities in Lemon Grove, please call or email Graham Mitchell, City Manager, at (619) 825-3800 or gmitchell@lemongrove.ca.gov.

GENERAL CITY UPDATE

In addition to the City's economic development efforts, it has experienced several other accomplishment in the past six months.

Fiscal Year 2014-2015 Budget

First and foremost, the City adopted a balanced budget. In fact, the FY 2014-15 budget includes monies to set aside to re-build its reserves. During the years of the Great Recession, the City skillfully cut its budget, privatizing and contracting out several traditional municipal services. It also forged cooperative partnerships with neighboring cities. These strategies helped the City recover sooner than otherwise anticipated and is manifested in this year's budget.

Online Business Licensing

To streamline business licensing, beginning in December 2014, the City will give businesses the option of submitting business license applications/renewals online.

Health & Wellness Element

Lastly, the Lemon Grove City Council recently adopted the City's Health & Wellness Element of the General Plan. The Health & Wellness Element includes policies and programs that guide the City's physical development and encourage healthy and active living in the community.